

## East Hollywood Business Improvement District

### BOARD OF GOVERNORS MEETING

Monday, April 9, 2012

#### MINUTES

Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield, Swanson

Staff: Gubler, Shahenian

Guests: Nicholas Cacarnakis, Los Feliz BID; Scott Campbell, Central Hollywood Neighborhood Council/Hollywood Hills West Neighborhood Council; Ryan Carpio, CD-13; Robert Hernandez, Visionary Youth Center; Armen Makasjian, East Hollywood Neighborhood Council; Ermanno Neivilla, Los Feliz Village BID; Sharyn Romano, HBT/LA; Chris Serrano, Los Feliz Village BID

- I) Call to Order  
Zarrinnam called the meeting to order at 3:00 p.m. The group members made self-introductions.
- II) Public Comments  
Zarrinnam called for public comments. There were none.
- III) 2012 Budget Discussion  
Massachi provided an overview of the April Budget Committee meeting.
- IV) Cleaning Contract Update  
Romano noted that HBT has grants available to cover the planting of the remaining trees. She noted that there are an additional 15 trees needed from Vermont to Clinton streets and 33 tree needed from Santa Monica to Melrose streets.

Carlson commented on LACC's plans for planting new trees on the Campus.

Romano noted that 1737 trash bags had been pulled in March. Zarrinnam offered to purchase bio-degradable trash bags for HBT use.

The group discussed the need to pressure wash the alleyway near Fountain and Lexington streets.

- V) Approval of Minutes

**Motion** by Carlson, seconded by Shield to approve the March 7, 2012 Budget Committee and March 7, 2012 Board of Governors Meeting Minutes.

**Motion** carried.

VI) Route 66 Task Force Update

Armen Makasjian of the East Hollywood Neighborhood Council updated the group on the efforts of the Route 66 Task Force.

VII) Massachi CUP application

Massachi and Scott Campbell of the Central Hollywood Neighborhood Council, discussed plans for the Arco station/ AMPM-Minimart on Vermont and Santa Monica streets. He noted that a CUP would be required in order to sell alcohol at the AMPM. It was noted that there is not an over-concentration of liquor licenses in the station's census track.

**Motion** by Shield, seconded by Swanson to provide a letter of support for the Arco/AMPM project provided the self-imposed restrictions are enacted as discussed with the Board.

**Motion** Carried.

VIII) Visionary Youth Center Presentation

Professor Robert Hernandez discussed services offered to the East Hollywood youth through the recently established Visionary Youth Center. He noted that the VYC currently operates out of the Hollywood Community Housing Corporation building on Santa Monica. The organization was started to address trauma exposure in underserved communities focusing on adolescents between the ages of 10 and 17. He discussed the current inability by the community to penetrate the gang culture in East Hollywood. He stated that the VYC is looking into expanding its programs for the East Hollywood community but noted that additional operating space would be required. He asked that any leads and/or creative ideas for appropriate space for the center be forwarded to him.

IX) Los Feliz BID/ Vermont Triangle Maintenance Discussion

Guest from the LFBID provided the group an update on the neighboring BID. It was noted that the Los Feliz BID is a merchant-based BID with an operating budget of under \$70,000. It was stated the BID had recently sponsored a community clean-up of the Vermont triangle but that more regular maintenance needs to be scheduled. The LFBID members noted that there is currently no budget to pay for clean-up of the Vermont Triangle.

The group requested that HBT report back on the costs associated with adding weekly gardening of the Vermont Triangle to the current EHBID maintenance contract. There was discussion regarding the feasibility of having cab drivers who park at the Triangle to continue to a clean-up fund.

A sub-committee consisting of Masachi, Koretz, Zarrinam and the LFVBID members would further discuss the Triangle maintenance needs and confer with HBT.

X) Reports from Public Agencies

Ryan Carpio of Council District 13 provided an update on the work of Councilmember Eric Garcetti. He noted that the CD-13 contribution of \$23,000 towards the tree watering and maintenance had been transferred to EHBID account.

XI) Carmen Appelgren Retirement

Gubler reported that Carmen Appelgren has announced her retirement. It will be necessary to replace her on the board. Chamber staff is to contact Braille Institute to inquire if they have someone else they would like to suggest to take her place.

XII) Next Meeting

The next meeting was set for Tuesday, May 15<sup>th</sup>, at 3 p.m at the Church of Scientology.

There being no further business, the meeting adjourned.